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CITY OF RIVERSIDE
HUMAN RESOURCES DEPARTMENT
CLASSIFICATION SPECIFICATION

TITLE: UTILITIES CUSTOMER COMMUNICATIONS COORDINATOR

DEFINITION

Under general direction, to assist with performing a wide variety of professional and marketing and communication services for the Marketing and Customer Service Division of the Public Utilities Department; to ensure growth objectives in the marketing of electric power and water to current and potential commercial, residential and industrial users; to provide highly responsible and complex administrative support to the Utilities Customer Communications Manager and/or Utilities Deputy Director; and to do related work as required.

REPORTS TO: Utilities Customer Communications Manager

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Utilities Customer and Communications Manager. May exercise general supervision over administrative support staff as assigned for special projects.

EXAMPLES OF DUTIES

Typical duties may include, but are not limited to, the following:

- Assist in the creation, development and implementation of marketing and communication activities within the Department.
- Assist the Department to fulfill the goals and objectives established by the Public Utilities Board, executive Utility and City management.
- Serve as internal marketing coordinator for internal marketing services, public campaigns and advertising promotions, and education awareness of water, energy and programs.
- Monitor and evaluate the needs and responses of residents and businesses to ensure effective communications through surveys and various customer outreach efforts.
- Maintain current media relations network to promote the City and Utility services.
- Assist in the creation of press releases, Opinion/Editorial articles, annual reports and grant and award development for improving public awareness and communications for the City and Utility.
- Assist and coordinate Utility and City Department projects to ensure successful outcomes.
- Provide marketing consultation services as required to meet Utility and City needs and maintain current market trends research.
- Assist in promoting public benefits programs to residents and business customers.

QUALIFICATIONS

Knowledge of:

- Pertinent federal, state and local policies, procedures, laws and regulations.
- Modern methods and techniques of marketing.
- Office methods, procedures and equipment.
- Ethical and effective negotiation methods.
- Electric power and water usage.

Ability to:

- Communicate clearly and concisely, both orally and in writing.
- Develop and maintain positive working relationships with City Departments, businesses and the local community.
- Use appropriate computer software and hardware.

Education and Experience:

Any combination of experience and education that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Education: Equivalent to a Bachelors' Degree from an accredited college or university with major work in marketing, business, engineering or a related field. A Master's Degree in a related field is highly desirable.

Experience: Five years of highly responsible experience in the management of a marketing and/or business retention program for an electric, water or other utility, or similar experience in the energy services industry.

MEDICAL CATEGORY: Group 1

NECESSARY SPECIAL REQUIREMENT

Possession of an appropriate, valid class "C" California Motor Vehicle Operator's License.

CAREER ADVANCEMENT OPPORTUNITIES

FROM: Utilities Customer Communications Coordinator

TO: Utilities Customer Communications Manager